

Optimized Press Release Glossary of Terms

| Terms | Definition |
|--------------------------------|---|
| Anchor Text | Anchor text is the part of the hyperlink that you see when you are reading a Web page, email, or document. For instance in the example Food & Nutrition Service Home Page, the words “Food & Nutrition Service Home Page” are the anchor text. Anchor text is analyzed by search engines, so it is important to use relevant keywords in your hyperlinks when possible. |
| Hyperlink | A hyperlink is a word, phrase, or image that you can click on to jump to a new document or a new section within the current document. Hyperlinks are found in nearly all Web pages, allowing users to click their way from page to page. Text hyperlinks are often blue and underlined, but don’t have to be. |
| Keyword (or Key Phrase) | The one word or key phrase that is the most searched for and represents the central point of your release. You want to find the right term to use for your subject matter, so that people who are searching for relevant information online will find your content. |
| Keyword Research | Keyword research is the practice of researching keywords (terms) relevant to your Web site or online content and determining which are actually searched upon by search engine users to find information. |
| Metadata | Broadly, metadata, or meta data, is data about data. In terms of the Web and search engine optimization, metadata is descriptive text that you add to the code of a Web page to help search engines identify and index the content of that page. The three most common types of metadata on a Web page are the Title, the Description and the Keywords. While the keywords and description do not appear on the actual Web page, the Title is what shows up in the top bar of your browser when you are on a Web page, such as Food & Nutrition Service Home Page on http://www.fns.usda.gov/fns/ . All three areas should include keywords determined through keyword research. |
| Optimized Press Release | An optimized press release conveys news or information, like a traditional release does, but it also includes language that is optimized for search engines and hyperlinks to Web pages. Optimized releases are also distributed online. |
| Organic Search | Also referred to as ‘Natural Search,’ organic search is the opposite of paid search and search engine marketing. Organic search engine results are ranked by the search engines based on a variety of factors and cannot be bought. The closer to the top of the list a result or “hit” is, the more relevant and valuable the result is to the string of words you used to search by. By utilizing search engine optimization, over time, an organization’s information can improve its organic search results, and appear at or near the top of the list. |
| Paid Search | Paid search, or search engine marketing, is basically purchasing ads associated with keywords. This is the opposite of organic search. You will often see paid search ads on the search engine results page along with the organically derived search results. |
| Search Engine Crawler | A search engine crawler (also known as a Web spider, Web crawler or Web robot) is a program run by search engines that browses the Web in a methodical, automated manner and indexes content for the engine. |
| Search Engine Marketing | Search engine marketing (SEM) is the practice of paying a search engine to run ads associated with keywords. These are the ads that you see on a search engine results page. |
| Social Bookmarking | Social bookmarking is a method for Internet users to store, organize, search, and manage bookmarks of Web pages on the Internet with the help of metadata. In a social bookmarking system, users save links to Web pages that they want to remember and/or share. |
| Technorati Tags | Technorati tags are labels that people use to make it easier to find blog posts, photos, and videos that are related on the popular blog search engine Technorati (www.technorati.com). |

Note: Trade and company names are used in this document solely to provide information. Mention of a trade or company name does not constitute a warranty or endorsement by the U.S. Department of Agriculture to the exclusion of other products or organizations not mentioned.

Taken from the Supplemental Nutrition Assistance Program (SNAP) Community Outreach Partner Toolkit.
For access to the full toolkit and additional resources go to <http://www.fns.usda.gov/snap/outreach/>